Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) An advertisement supplying method, wherein an area for recording advertisement data is created in a large-capacity recording medium located at a user's location, advertisement data which are to be reproduced when an audience watch a program are recorded in said area in advance of the user watching the program, and said large-capacity recording medium is thereafter provided to the user, and

receiving the program interleaved with broadcast advertisement data different from the recorded advertisement data;

storing, at a location separate from the user's location, the recorded advertisement data in the user's large-capacity recording medium prior to receiving the broadcast advertisement data—from a broadcast station; and subsequently placing the user's medium at the user's location; and

after storing the advertisement data in the user's large-capacity recording medium and placing the user's large-capacity recording medium at the user's location, selectively synthesizing the program watched by the user with portions of the stored advertisement data previously stored in the user's large-capacity recording medium,

wherein the advertisement data is stored in the user's large capacity recording medium prior to purchase of such medium by the user, and

the selective synthesizing includes removing a portion of the broadcast advertisement data and replacing the removed portion with a portion of the stored advertisement data.

2.   (Currently Amended)   An advertisement data supplying method, wherein a large-capacity recording medium, in which a free area for recording advertisement data is created, is provided to a user at the user's location, and after providing said medium to the user, advertisement data which are to be reproduced when an audience watch a program are recorded in said free area of said large-capacity recording medium, and

        receiving the program interleaved with broadcast advertisement data different from the recorded advertisement data;

        storing, at a location separate from the user's location, the recorded advertisement data in the user's large-capacity recording medium prior to receiving the broadcast advertisement data from a broadcast station;

        purchasing by the user the user's large-capacity recording medium after storing the advertisement data in the user's large-capacity recording medium; and subsequently placing the user's medium at the user's location; and

        after storing the advertisement data in the user's large-capacity recording medium and placing the user's large capacity recording medium at the user's location, selectively synthesizing the program watched by the user with portions of the stored advertisement data previously stored in the user's large-capacity recording medium;

        wherein the selective synthesizing includes removing a portion of the broadcast advertisement data and replacing the removed portion with a portion of the stored advertisement data.

3.   (Previously Presented)   The advertisement data supplying method of claim 1, wherein for updating said advertisement data which are recorded in advance in said area for recording advertisement data, said advertisement data are provided by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel for program data during an unoccupied period of said program data, a method which requires to extract from advertisement data

which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

4.   (Previously Presented) The advertisement data supplying method of claim 2, wherein said advertisement data are provided by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel as program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

5.   (Previously Presented) The advertisement data supplying method of claim 2, wherein the capacity of said free area can be changed.

6.   (Previously Presented) An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 1, and displays said advertisement data, for a predetermined period or all the times, in a partial area of a displayed view of program data which area being received.

7.   (Previously Presented) An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 2, and displays said advertisement data, for a predetermined period or all the times, in a partial area of a displayed view of program data which area being received.

8.   (Previously Presented) An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said. advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 1, replaces advertisement data

inserted in program data or a part or entirety of empty data with said recorded advertisement data during broadcasting of program data which are being received, and reproduces said recorded advertisement data.

9. (Previously Presented) An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 2, replaces advertisement data inserted in program data or a part or entirety of empty data with said recorded advertisement data during broadcasting of program data which are being received, and reproduces said recorded advertisement data.

10. (Previously Presented) The advertisement data reproducing apparatus of claim 8, wherein replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

11. (Previously Presented) The advertisement data reproducing apparatus of claim 9, wherein replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

12. (Previously Presented) An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 1, and displays said advertisement data, during reproduction of program data which are recorded in said large-capacity recording medium, for a predetermined period or all the times, in a partial area of a displayed view of said program data.

13. (Previously Presented) An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim

2, and displays said advertisement data, during reproduction of program data which are recorded in said large-capacity recording medium, for a predetermined period or all the times, in a partial area of a displayed view of said program data.

14.   (Previously Presented)   An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 1, and during reproduction of program data which are recorded in said large-capacity recording medium, inserts and reproduces said advertisement data in said program data which are being reproduced.

15.   (Previously Presented)   An advertisement data reproducing apparatus, comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 2, and during reproduction of program data which are recorded in said large-capacity recording medium, inserts and reproduces said advertisement data in said program data which are being reproduced.

16.   (Previously Presented)   The advertisement data reproducing apparatus of claim 12, wherein said advertisement data reproducing means replaces advertisement data already added to said program data with said advertisement data of said advertisement data area and reproduces said advertisement data of said advertisement data area.

17.   (Previously Presented)   The advertisement data reproducing apparatus of claim 13, wherein said advertisement data reproducing means replaces advertisement data already added to said program data with said advertisement data of said advertisement data area and reproduces said advertisement data of said advertisement data area.

18.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 6, 8, 12 and 14, wherein said advertisement data

are recorded in said advertisement data area or updated by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel as program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

19.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 7, 9, 13 and 15, wherein said advertisement data are recorded in said advertisement data area or updated by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel as program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

20.   (Previously Presented)   The advertisement data reproducing apparatus of claim 14, wherein insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

21.   (Previously Presented)   The advertisement data reproducing apparatus of claim 15, wherein insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

22.   (Previously Presented)   The advertisement data reproducing apparatus of claim 16, wherein insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

23.   (Previously Presented)   The advertisement data reproducing

apparatus of claim 17, wherein insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

24.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 6, 8, 12 and 14, wherein an identifier not for inhibiting to display advertisement data is added to a packet header of said program data.

25.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 7, 9, 13 and 15, wherein an identifier not for inhibiting to display advertisement data is added to a packet header of said program data.

26.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 6, 8, 12 and 14, comprising information of interest inputting means which inputs information of interest which an audience have regarding advertisements.

27.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 7, 9, 13 and 15, comprising information of interest inputting means which inputs information of interest which an audience have regarding advertisements.

28.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 6, 8, 12 and 14, comprising:

advertisement information managing means of managing ID information of advertisement data which were reproduced, forwarded without reproducing, or skipped without reproducing; and

advertisement information storing/sending means of internally storing at least said ID information or sending at least said ID information to outside.

29.   (Previously Presented)   The advertisement data reproducing apparatus of any one of claims 7, 9, 13 and 15, comprising:

advertisement information managing means of managing ID information of advertisement data which were reproduced, forwarded without reproducing, or skipped without reproducing; and

advertisement information storing/sending means of internally storing at least said ID information or sending at least said ID information to outside.

30.   (Previously Presented)   The advertisement data reproducing apparatus of claim 28, wherein with a predetermined condition set, it is possible to forward or skip advertisement data without reproducing.

31.   (Previously Presented)   The advertisement data reproducing apparatus of claim 29, wherein with a predetermined condition set, it is possible to forward or skip advertisement data without reproducing.

32.   (Previously Presented) An advertisement data reproducing system, comprising an advertisement control center which receives information regarding reproduction of advertisements from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 28 and manages and sends advertisement data based on said information received.

33.   (Previously Presented) An advertisement data reproducing system, comprising an advertisement control center which receives information regarding reproduction of advertisements from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 29 and manages and sends advertisement data based on said information received.

34.   (Previously Presented)   A sponsor system, comprising a sponsor apparatus which determines a user who is to be provided with the contents of an advertisement and/or an advertisement, based on said information regarding

reproduction of advertisements received from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 6 or from said advertisement control center of the advertisement data reproducing system of claim 7.

35.   (Previously Presented) A sponsor system, comprising a sponsor apparatus which determines a user who is to be provided with the contents of an advertisement and/or an advertisement, based on said information regarding reproduction of advertisements received from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 7.

36.   (Original) A program recording medium which can be read with a computer and which stores a program and/or data for executing with a computer all or some operations at all or some steps of the advertisement data supplying method of any one of claims 1 through 5.

37.   (Original) A program recording medium which can be read with a computer and which stores a program and/or data for executing with a computer all or some functions of all or some means of the advertisement data reproducing apparatus of any one of claims 6, 8, 12, 14, 16, 20 and 22.

38.   (Original) A program recording medium which can be read with a computer and which stores a program and/or data for executing with a computer all or some functions of all or some means of the advertisement data reproducing apparatus of any one of claims 7, 9, 13, 15, 17, 21 and 23.

39.   (Currently Amended) In a system for displaying program data and sets of advertisement data on a display of a user having a user's separate storage medium located at the user's location, a method of sequencing program data and sets of advertisement data comprising the steps of:

(a)   receiving sets of broadcast advertisement data and program data from a digital television broadcasting station;

(b)   storing separate sets of <u>recorded</u> advertisement data<u>, separate from the broadcast advertisement data,</u> in the user's separate storage medium, prior to purchasing the separate storage medium by the user and prior to receiving the sets of advertisement data from the broadcast station in step (a) and, subsequently placing the user's separate storage medium at the user's location;

(c)   after storing the separate sets of <u>recorded</u> advertisement data in the user's storage medium, selectively synthesizing the program data received in step (a) with portions of the separate sets of <u>recorded</u> advertisement data stored in step (b); and

(d)   displaying the data synthesized in step (c)<u>;</u>

<u>wherein the selective synthesizing includes removing a portion of the broadcast advertisement data and replacing the removed portion with a portion of the stored advertisement data</u>.

40.   (Previously Presented) The method of claim 39 wherein step (c) includes replacing portions of advertisement data received in step (a) with portions of the other sets of advertisement data stored in step (b).

41.   (Previously Presented) The method of claim 39 wherein step (c) includes inserting portions of the other sets of advertisement data stored in step (b) into the sets of advertisement data and program data received in step (a).

42.   (Previously Presented) The method of claim 39 wherein

step (b) includes storing, at a location separate from the user's location, the separate sets of advertisement data in the user's separate storage medium; and subsequently placing the user's separate storage medium at the user's location; and

step (a) includes receiving the sets of advertisement data and program data at the user's location, after the placing of the user's separate storage medium in step (b).